

























APRIL 1980

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SNARKING DOWN BY BRUCE JONES and AURALFON

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IIC BOOKS

VAMPIRELLA: REVENGE OF THE RENEGADE ZARD

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Art Directo

W.R. MOHALLEY

Vampis Scarlet Letters INADISCO VAMPIS COSTUME IS DE RIGUEUR!

I set firsted reading VAM

RELLA #84 was your best esue ever. I resized all you're trying to do is entertain us, and did you even! And Sawe Hams' mag-nificent cover was only one-sects of that masterpace of a Strick, it mally was a pleasure to read Bill DuBay's 1

*Phantasmagorsa of is not as rounchy as his work for 1994 Most of the other readers and I are hoping WMPIRELLA. and I are hoping VAMPIRELLA EERIE and CREEPY won't be underground coks" with strips containing together again. thing does not appear immost of the Warren magazines though they're sometimes a little foo "adult" for my taste.

WMPI would have deserved each of the seventeen pages that was devoted to her by vir-Jim Javes and Rady Nebres alone. You might say they're a little bit of all of the other WAMPIRELLA Jose Gonzalez. Patte Marcos and Gorgalo Mayo But I for one feet James and Nebres are a little better be-The other stones were a bit

surprising. Before I bought #84 I thought I'd got the usual junk form some dumb comic book (But of course, the Warren Comic books are merely emer-sized, 17-page mini-magazines published by Marvel, DC, Har-vey, etc.) Comic Magazines original Original Association and Control of the Co

glowing achievement in correc-"Steek-Out" was very much olay, but some lawing leven mistook Abel Lawing leven mistook Abel Lawing leven mistook Abel Lawing leven mistook (night) it was makes art for Genzale mayors (ther art is similar, right?) it was an orgopolic story however. "Finel Act" was the best thing

Pleans drew since he came to Warrent And "Native Strain" happens to be the very best story drawn by Val Mayorick and Easley since "Willa Jane Yes war if over it teads no more comment, Overall #84 was very much above average, and if I know Warren, you'll keep up the great

NAPOLEAN ZIMKONIC

All right, I don't know mr., you keep finding these bozzes. but I wish you would stop it. Jim Janes and Rudy Nobres. REX JOYNER Terre Haute, Ind

PIRELLA #82 and I have one complyint Don't out joke liner into VAMPI's dialogues. They don't fit hard it's not that they aren't good, it is just that they aren't her The cover of #82 was beautifull I think that Jose Gonzalez the people in WAMPI's stories No he can.

Not only was the cover good to see Adam and VAMPI back

GILBERT BIOS Brooklyn, N.Y. The two VAMPI stories in 493 were completely unrelated to the cover. In addition the must of Bill Dullay But Look did man age to affect me when he had

the Sun God embrace WAMPS That made me jeakpunt I haven't seen cover art on a VAMPI that was as magnificant as the Jose Gorgolog/Kim Mc-Qualte collaboration in years. The cover of #82 was also ex-"Second Childhood" by Gon galeg was what I have come to expect from Warren magazines.

Ramon Torrent's fine art work was combined with Bruce Jones' result was a sure winner

BAY BOYCE Fire boon with VAMPIRELLA since issue #8. During those narty years VAMPI's advendung it began about the time WAMP! arrived in Hollywood. Now with the introduction of Discomanu in VAMPIRELLA #84 it really seams flor the series is sinking fast. Maybe Bull Dutay had bet-ter pass the job of WAMPI story writer to sometime to the caught 500 to create a really stemular

short—the atmosphere the snort—the atmosphere the series once possessed is gone. Another thing which affects the stories is **Dutlay**'s irresist-able urge to add those bried annoying gag dialogues, especially with Pen. Well mushe the 1987s will bring some charge R.A. ZIERS

comment no comment a I rather enjoye Phantasmagoria of Terror While realizing that human White realizing that tu VAMPI into a disco-doll exactly the greatest thing that Bill Dulley his over done with her it is preferable to her being a Hollywood starlet business were not mentioned

"In a disco no one can hea

you scream," reads the cover burb on VAMPIRELLA #84. On

a statement like that, I have no

indeed, the only toult can be ound with DuBay concerns a could have looked in the phores Otherwise, fine. And it goes without signing. I applied the seventier-gaze story length. tope these larger takes become So much for the script. The art was another matter. What

ever was good in it can be at-tributed to Rudy Nebres, surch one of convex premiere inters. Unfortunately, he had only are area's pencifs to work over Dea volume, so I'll hit only the soots. Papparizzi's flusions First, Papparia Second, he invariably chose Second, ne made solely to block the least dramatic way to block eoch scene
Third, and most serious, was

in graphic storytelling, leaving Lastly, there were sanois where the artist appar ently forgot it was raining. My final versict? A good story

BRIAN CADEN

VAMPIRELLA #84 was a very good corne. The VAMPI story stones were fairly good. I doo't startes were turny good. 1 doo; if think it would be loo bard for you gays to come up with even longer WMMP stories of say 20 to 25 pages. I know that the WMMP story in #84 was longer than usual. I think that my longer formats would be better PEDRO ALVARAD

marily for the VAMPI story. I was very disappointed with the art of Jim Janes and Rudy Nobres in "Phantasmanorus of Terror" in #84 I will not buy these guys again. I much prefer the art of Public Mercos, Jose Gonzalez and ionzale Mayo. F. TIERCEL

Well, #84 was certainly the

Besides the lead story sterring the resident vampire (vam-paress?), three of the four other bloodsuckers. I wasn't too pleased, since I'm not a big vempre fan . . a seeming peradox since I am a big fan of VAMP! stories. Va VAMPI stories. Vallipriess though she is, her origin and outlook are not their of the tradimystery character than a hornor

The cover was a refreshing sampe. It did not feature change. It did not feature vales in a secucity pase (at least not prominently stand managed to have a chill-ing effect and fit the storyline. "Phantosmagors of Terror" n-self was a passable effort with and officest as special effects for a deco. We also saw more new artists drawing VAMPI, Am James and Rudy Nebres, word

riche Part Lottle Greefer Babba Man The only non-various story of a same, "Final Act," was also the asset, "First Act," was also the best it managed to convey a feeling of psychological terror without being overly frenetic or obvious about it. And the use of psychological tracks for films psychological tracks for films seems an all too probable, de-velopment for the future given the requisite level of technolthat Pierce Askegren, whoever

that might be Though not my cup of tea each of the three vertibre opcu-up tales had at least scriething to recommend it. "Steak-Out" to recommend it. "Steak-Out" was amusing (if improbable), "kampen She" had a good beist ending, and "Native Strain took a novel approach that of blood type) to

Vampi's

M5 EAST 32nd STREET NEW YORK, NY, 10006











































C POOKS

BUILDING A NEW MARVEL

ITEM: Marvel editor Jim Marschell, the outspoken but highly reparded adtor of ITEM: Marvel dismisses

its licensing firm and forms merchandise its characters. ITEM: Writer/editor Mary Wolfman resigns from Mar-vel after a jurisdictional dis-

ITEM: Marvel Nices Pareela Rutt to organize the company's first full-time publicity department ITEM: Two of comic's

most talented creators. Archie Goodwin and Denny O'Neil, loin Marvel's deplet-ITEM: Marvel circulation director Ed Shukin begins a search for a full-time liason erann to calar to the mu

tual needs of Marvel and the growing number of retail o page book tellored for loser-

and plans a quarterly pullishing schedule for 1980. parent cony, is building a new kind of Marvel Comics Group In more important words, my friends, Marvel has finalrealized a complete re structuring is in order if it

s a viable business entity in the 1980s. Lentral to this complete corporate re. make is the transformation of Marvel from a badly-managed, antiquated omlo-book company which eentures into a well-run nancially sound, broadly

ormation, of course, is a

purpose and function of the arvel comic-book line As all other Comic-boo done, the old Marvel con sidered its comic books as an end product, the final cul clal jargon, comic books were always the comic-book publisher's major and most rucial - sometimes their only - "postit center This psylploned Marvel is-

ly a starting point for new ojects and a reliable foundation for the Marvel char acters within. The newmodel Marvel would use the comic books not somuch as o a whole one unlearns of novies, games, toys and other entertainment-related products. Metaphoricalli speaking, comic books would become just a cog in the Marvel machinery and The bottom line on this

evolving restructuring in the ing enough profit anymore. ceasfully merchandised an comic-book following however, Or so the current thinking at Marvel goes.

Exploitation of the Mary If of thanges at Marvel, a-though they appear siointed and unrelated on the surface, are actually and of the blueprint for achieving newspaper comic book Editorial control of all of revenue. Hence the televi

from which real profit — and

1980s style profit

center he toughest job of all, however, goes to Sho kin. He has the usen-

Shooter, it's his job to run riable task of reversing — or the comic-book line smoothat least halting — Marvel comic-book sales slide. I ly. Her a business That av-Wolfman and Marschall line affect because, without neither of whom were willing the corries as a continued to yield past editorial prero gethers. The arrival of Good for the Marvel vin. as editor of the floury ering and oft-delayed Epic adult comic-book project licensing opportunities will adult comic-book project, and O'Nell, as a staff editor. be few and very far between. will hopefully give Shooter a ing of the comic shops, the who turn out solid work for comic books in the without rocking the corpo form's five-decade history If this new Maryel is Merchandising, licensing Marvel felled - profits lest year were negligible despite direction of Marvel presisales of aimost \$25 million the promotional glammicks must click. The mer-chandising and licensing ten Lee, who no long Ser has any say in the

day to day operations of the company, will retain profitable merkets for the boode of exand he is nothing if not allb ingretisting and a promi ost importantly, how ost importantly, how ever, the comb books lionel plus in the publisphere. He's being remen, if not a profitable bodiment of Marvel, a so popularity and marketability the Marvel characters. visbility of the comic books, obiliterate all creative name but his own). Rutt's lob is to keep Marvel's name, Impor characters in the

He's

no licensing of the headlines and on the minds Replacing comic-book publishing as Marvel's new of this tale of new and old Marvels. The old Marvel profit renter will be merchandising and licensing so they would turn a profit. characters will take many forms - any form, in fact, as needs comic backs to sell long as they can generate prolit. Hence the introducensure the profit potential of tion of Nancy Allen's new within, Which means that product: the Sunday the new Marvel and the old problem; how do you sell advertising and its attendant omic books? In concluding words,

sans, the more Markel

hanges, the more its pro-

blems remain the same.

an unending stream of sweeping redefinition of the person of editor-in-chief Jim racter-based toxs and





































































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PERIAL







MILLENNIL FALCON



NEVERAGAIN.

n Editoriel

Only once before in the 22-year history of Warren Fublishing Company have we run a political editorial. That was back in 1972, when we published a series of full-page statements urging our congressmen to stop the Vietnam war. New 8 years later, we feel it is

tims once more to express an opinion we think is important to Americans, to eur government, and to the rest of the world.

The above picture (taken by phetegrapher Kaveh Golestan for TIME Magazins) shows two iranians using our American flag to haul a load of trash from the occupied U.S. embassy in Iran.

At the time this editorial was written (late Nevember) Iran's leader Ayatollah Khomeini is threatening to kill 50 captive American hostages if the U.S. intervences militarily to save them. Our flag is being used to carry garlager by acrognat mebs sheuting being the same of the same of the have no way of knewing the status of eur hostages when this magring goes on-sale late in January. But we de know hew we feel shout anyona, or any country's lunstle beader threatening American flag. or desirelying

We don't like it—and we won't tolerate it. We won't be pushed around. We won't be blackmailed by Iranian oil. We won't be threatened.

Our American countrymen alive or Khomeini and his henchmen

> James Warren President Warren Publishing Co.

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